

## Message Text

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64

ACTION EUR-12

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AMEMBASSY OTTAWA

AMCONSUL VANCOUVER

UNCLAS TORONTO 0937

E.O. 11652 N/A

TAGS: BGEN, BEXP, CA

SUBJ: US COAT MANUFACTURER REQUESTS ASSISTANCE PROTECT HIGH  
POTENTIAL MARKET

FOR BIC/OIM/NED-FERNANDEZ

1. GEORGE ROSMAN, PRESIDENT, SAWYER TANNING COMPANY, NAPA,  
CALIFORNIA; TEL(707)226-2051, CALLED AT CONSULATE GENERAL  
TO REQUEST USG ASSISTANCE IN PROTECTING TORONTO GROWTH  
MARKET FOR FIRM S LAMBSKIN COATS. LOCAL CANADIAN RETAILER,

THREE STORE ENGLISH SHEEPSKIN SHOPS, CONFIRMED THROUGH  
REPRESENTATIVE AT MEETINGS (VP DAVID MULLER) THAT SALES  
DEVELOPMENT HURT BY MADE IN USA LABEL OF SAWYER  
PRODUCT AND THAT ONCE CUSTOMER IN STORE IT TOO LATE TO  
CONVINCE HIM OF HIGHER QUALITY OF US COAT OVER UK VARIETY  
AS CUSTOMER SURE OF RIP OFF CURRENT ANNUAL VOLUME AT 2,000  
COATS, REPRESENTING US EXPORT VALUE DLS.300.000, TORONTO  
RETAIL DLS. 1 MILLION WITH FIVE YEAR POTENTIAL TO 10-15,000  
COATS ANNUALLY. RETAIL OUTLET EXPECTS DLS.1.2 MILLION  
1975 SALES OVER DLS.625,000 IN 1974

2. SAWYER AND LOCAL RETAILER PLAN PUBLIC RELATIONS  
CAMPAIGN REMAINDER 1975 ENDING IN DECEMBER TORONTO THREE  
UNCLASSIFIED

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DAY DISPLAY OF CALIFORNIA ARTISANS HANDCRAFTING COATS WITH  
FASHION SHOW. WHILE AWARE USG LIMITATIONS ON ASSISTANCE IN  
IMMEDIATE PROJECT, ROSMAN HAS ASKED FOR MORAL SUPPORT (E.G.  
POSSIBLE CO-SPONSORSHIP DECEMBER EVENT) AND PUBLICITY

ASSISTANCE (E.G. TRAVEL ARTICLE BY TORONTO WRITER ON NAPA VALLEY). BECAUSE OF CONTINUING CUSTOMER REACTIONS, ABOUT 10 PERCENT OF SAWYER ORDER WILL BE SUPPLIED BY UK SUBSIDIARY, COUNTY SUEDE, WHICH IN PAST MAJOR SOURCE FOR ENGLISH SHEEPSKIN SHOPS. TORONTO RETAILER SO CONVINCED OF QUALITY/PRICE ADVANTAGES OF U.S. SOURCE THAT IT WILLING PAY ADDITIONAL 7 1/2 PERCENT DUTY OVER RATE ON UK COATS.

3. SAWYER TANNING FOUNDED 1869 AND, ACCORDING ROSMAN, UNIQUE US MANUFACTURER THIS TYPE COAT. SAWYER EXPORTS ABOUT DLS.4 MILLION ANNUALLY, MAINLY TANNED SKINS TO EUROPE, AND WOULD LIKE INCREASE BOTH EXPORT TOTAL AND PERCENTAGE OF FINISHED COATS. PRODUCTION DESCRIBED AS TRUE ARTISAN WITH SAME PERSON MAKING ENTIRE COAT AND COMBINATION NAPA LAMBSKINS, TANNING PROCESS, STYLING, QUALITY AND PRICE, ACCORDING ROSMAN AND CONFIRMED BY TORONTO RETAILER, ACCORDS PRODUCT GREAT POTENTIAL.

4. ENGLISH SHEEPSKIN SHOPS TEN YEAR OLD RETAILING OPERATION WITH UNFORTUNATE NAME FOR OUR PURPOSES. IT HAS REPUTATION FOR QUALITY AND IS PROBABLY BEST SPECIALIZED OUTLET IN TORONTO MARKET FOR TYPE OF COAT INVOLVED.

5. CONSULATE GENERAL HAS ASSURED ROSMAN OF WILLINGNESS DO WHATEVER APPROPRIATE ASSIST IN DEVELOPMENT US EXPORT MARKETS. USIS BPAO TORONTO JOINED MEETINGS AND PREPARED ADVISE ON PR ASPECTS. TRAVEL WRITER POSSIBILITY BEING DISCUSSED WITH USTS ON BASIS SAN FRANCISCO/NAPA VALLEY NATURAL STOPOVER FOR HAWAII TOURS.

6. ROSMAN WILLING EXPAND AND SHARE JOINT PROMOTION EFFORTS NAPA VALLEY PRODUCTS, A MIX OF SAWYER COATS, ROUGH RIDER CASUAL WEAR AND FINE WINES AS WELL AS INTERESTED IN OTHER EXPORT MARKETS BESIDES TORONTO.

7. WHILE BASIC PROMOTION REQUEST WORTHY OF ATTENTION, POSSIBLE BROADER GOALS AND REGIONAL ASPECTS AS WELL AS POSSIBLE INVOLVEMENT IN USDOC CONSUMER AND ANTI-RECESSION PROGRAMS SUGGEST. USDOC UNCLASSIFIED

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COORDINATION ADVISEABLE AT BEGINNING. CONSULATE GENERAL HAS ADVISED ROSMAN HE WILL BE CONTACTED AT NAPA BY SAN FRANCISCO FIELD OFFICE IN PERIOD JULY 7-15 (HE WILL BE AWAY OTHER TIMES IN JULY).

8. USDOC REQUESTED:

- A. ESTABLISH CONTACT WITH ROSMAN AT SAWYER AS PER PARA 7.
- B. DISCUSS WITH SAWYER EXTENT AND NATURE OF USG SUPPORT IN ESTABLISHED PROGRAMS AND ON SPECIAL INVOLVEMENT IF PRODUCT IS INDEED AS UNIQUE AS DESCRIBED.
- C. PROVIDE INSTRUCTIONS ON TORONTO PARTICIPATION IN PROGRAM. WHILE POST WILLING TO LEND PRESENCE AND ASSIST, PARTICIPATION

COULD SET UNWISE PRECEDENT FOR OTHER REQUESTS IN FUTURE UNLESS  
IT PART OF USDOC-ORCHESTRATED EFFORT.

9. COMMENT-IF USDOC REVIEW BEARS OUT ROSMAN CLAIMS, THIS  
IS IDEAL TARGET-OF-OPPORTUNITY FOR FY 76 WITH ATTRACTIVE  
MARKET, ACTIVE EXPORTER AND MOTIVATED LOCAL IMPORTER/  
RETAILER IN CONSUMER GOODS LINE. ROSMAN IS RESIDENT ALIEN  
UK SUBJECT FAMILIAR BOARD OF TRADE PROGRAMS WHO CONVINCED US  
HAS TO CHANGE WORLD ATTITUDES EMPHASIZING HIGH QUALITY AS  
WELL AS MASS PRODUCTION NATURE US CONSUMER PRODUCTS. HE ALSO  
INVOLVED NAPA WINE INDUSTRY. VIEW OUR CONTINUING OBJECTIVE ON  
WINE PROMOTION, QUALITY OF NAPA PRODUCT AND REPORTED PROBLEMS IN  
WINE INDUSTRY, TORONTO WOULD ENCOURAGE INVOLVEMENT NAPA WINE  
IN PLANNED DECEMBER EVENT.  
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